Amendment to Claims

Please cancel claims 4-13 and add New claims 14-26 as follows.

Claims 4-13: (Canceled)

14. (New) A method for using a server to provide targeted impression to an Internet client, the Internet client accessing the Internet through a wireless network and the server, the server being configured to have access to a profile database storing profile information regarding the Internet client, comprising:

connecting the Internet client to the server through the wireless network to commence a server/client session;

generating an identifier to describe the Internet client for said server/client session;

said server retrieving said profile information regarding the Internet client from the profile database;

said server forwarding the profile information and said identifier to a plurality of impression providers for said impression providers to determine their bids, based on their own criteria, in real-time;

said server receiving at least one bid from a plurality of impression providers for a right to make at least one impression to the Internet client;

said server selecting a highest bid on its own;

said server automatically transmitting the impression corresponding to said highest bid from one of said impression providers to the Internet client;

upon receiving the impression, the impression is automatically displayed by the Internet client.

- 15. (New) The method of claim 14, further comprising a step of filtering at least a subset of the profile information based on predetermined criteria during the step of retrieval.
- 16. (New) The method of claim 14, wherein said profile information retrieved comprises geographical information of the Internet client.
- 17. (New) The method according to claim 15, wherein said predetermined criteria are specified by the impression providers.
- 18. (New) The method according to claim 15, wherein the predetermined criteria are specified by the Internet client.
- 19. (New) A method for using a server to provide targeted impression to an Internet client, the Internet client accessing the Internet through a wireless network and the server, the server being configured to have access to a profile database storing profile information regarding the Internet client, comprising:

connecting the Internet client to the server through the wireless network to commence a server/client session;

said server generating an identifier to specify the Internet client for said server/client session;

said server retrieving from said profile database profile information regarding the Internet client;

said server determining whether at least a subset of the Internet client's profile information is already reserved by a predetermined impression provider, and if so, automatically forwarding the provider's impression to the Internet client;

and if not reserved, said server forwarding the profile information and said identifier to a plurality of impression providers, said impression providers deciding their bids, based on their own criteria in real-time;

said server receiving at least one bid from a plurality of impression providers for a right to make at least one impression to the Internet client;

said server automatically selecting a highest bid on its own;

said server automatically transmitting the impression corresponding to the highest bid to the Internet client;

upon receiving said impression, automatically displaying said impression at the Internet client.

- 20. (New) The method according to claim 19, wherein the information retrieved from the profile database comprises geographical location of said Internet client.
 - 21. (New) The method according to claim 19, further comprising: the server monitoring the Internet client's response to the impression; the server modifying the profile database for the Internet client based on the Internet client's response to the impression.
 - 22. (New) The method according to claim 19, further comprising: the server caching impressions supplied by a plurality of impression providers;

the server automatically transmitting one of the impressions to the Internet client upon a successful bidding by one of the impression providers.

23. (New) The method according to claim 19, further comprising:

the server caching impressions supplied by a plurality of impression providers;

the server also caching standing bids reserved by the impression providers, the standing bids being reviewed when the retrieved user profile for the Internet client matches a predetermined set of criteria;

the server determining which one of the standing bids is to be invoked;
the server automatically transmitting one of the cached impressions to the
Internet client upon the standing bid.

- 24. (New) The method of claim 15, wherein said profile information retrieved comprises geographical information of the Internet client.
 - 25. (New) The method of claim 23, wherein:

said cached standing bids have at least one of expiration dates and limits on number of allowable re-use.

26. (New) The method of claim 23, wherein:

said cached impressions have at least one of expiration dates and limits on number of allowable re-use.